


# Yi-Shan Tabitha Tsai

## Product Designer

 tabithatsai.com

 bigtq13@gmail.com

### EDUCATION

#### Indiana University (Indianapolis)

Aug 2017 - May 2019

Master of Human-Computer Interaction

#### National Taiwan University

Sep 2007 - Jun 2009

Master of Information Management

### SKILLS

Storyboarding

Wireframing

Prototyping

Visual Design

Inclusive Design

Interaction Design

User Research

### TOOLS

Sketch

Axure

InVision

Balsamiq

Adobe XD

Photoshop

### CODE

HTML5

CSS3

JavaScript

React

.NET

### EXPERIENCE

#### UI/UX Designer | BHHC

San Francisco, CA | Dec 2019 - Present

- Collaborate with product managers, engineers, data analysts, business stakeholders, and C-suite executives to design internal and external applications across platforms.
- Iterate the product design cycle to balance user needs, business goals, and resources, including requirements analysis, sketches, wireframes, prototypes, testing, and insights sharing.
- Advocate good UX by initiating and promoting user research activities and inclusive design into the company culture.

#### Product Design Volunteer | Starbucks

Indianapolis, IN | Jan 2019 - May 2019

- Designed web and mobile (iOS) applications to visualize IoT equipment status by transferring data into actionable information.
- Led the project and facilitated user research and user testing.

#### Customer Experience Intern | Equinix

Sunnyvale, CA | Jun 2018 - Dec 2018

- Worked cross-functionally to create and enhance the UI and UX of various sales-related projects, such as business partner management and data center management.

#### Product Designer | Chunghwa Telecom Global

San Jose, CA | Jul 2013 - Jun 2017

- Led the product strategy and design of web-based enterprise applications across the product development lifecycle in an agile environment, and made the business process efficient.

#### Product Developer | Chunghwa Telecom

Taipei, Taiwan | Apr 2010 - Jun 2013

- Designed and implemented web-based applications to provide consumers with online self-services (e.g. upgrade the internet speed) with HTML5, CSS3, and responsive design.